

**New Hampshire Medical Society  
2011 Strategic Plan  
May 2012 Update**

**The New Hampshire Medical Society [“NHMS”] Communications Task Force [“CTF”] held several meetings to make recommendations on which NHMS task forces, members or staff would be responsible for the execution of the strategic goals (detailed below).**

**Below is the recommendation to the CTF along with bulleted updates on the progress being made in each area.**

**1. Develop leadership in health system changes in New Hampshire;**

- This is an overarching goal with no specific action required.

**2. By 2014 NHMS will have a robust portfolio of health policy related activities;**

- OWNER: NHMS Council, Health Disparities Task Force, Public Health Task Force and others depending on the initiative – all with staff input
- PROGRESS:
  - Preliminary discussions with the Hanley Center in Maine and Wentworth-Douglass Hospital in Dover regarding physician leadership training;
  - UNH/NHMS Podcast Project – Signed an MOU for joint development of eight (8) 15-minute podcasts addressing areas of public health concern;
  - Grant Recipient from HPHC Foundation – Culture InSight of the HPHCF has awarded a technical support grant to a N.H. coalition – NHMS, Dartmouth Medical School, DHHS and Foundation for Health Communities – to create programs to improve cultural competence for N.H.’s current and future healthcare workforce;
  - Health Disparities Task Force – This NHMS task force will hold a strategic planning session facilitated by Culture InSight; and
  - Million Hearts Campaign – NHMS’ Public Health Task Force will begin focusing on this initiative, which was endorsed by the Council last December.

### **3. Enhance/Grow Membership;**

- OWNER: Staff Driven
- PROGRESS:
  - As of April 30, 2012, NHMS has added 173 new members – approximately 100 more than budgeted;
  - Member Retention – Dues collection is ahead of pace in 2012 by approximately 5%. As of May 2012, 89.7% of full members have renewed (we budgeted a 95% renewal rate), 68.9% of second-year members have renewed (we budgeted an 80% renewal rate) and 90.6% of Emeritus members have renewed (we budgeted a 95% renewal rate); and
  - eCommerce – We are currently building our electronic membership renewal and membership application capabilities and anticipate a July 1, 2012, go-live date.

### **4. Enhance engagement and develop networking capabilities with N.H. physicians and others;**

- OWNER: Communications Task Force
- PROGRESS:
  - A large part of this will be the new website, eNews Update and Twitter presence;
  - As part of this process, we expect to have the capability to track eNews Update usage “click” volume, etc.;
  - Our website will contain an eSurvey tool; and
  - We are on track for the rollout of these by Dec. 31, 2012.

### **5. Minimize financial risk to NHMS: Assure organization’s financial viability;**

- OWNER: Finance Committee
- PROGRESS:
  - Management tools to monitor the budget have been implemented and continue to be refined to ensure their efficacy;
  - Alternative revenue streams have been proposed and will be presented in the coming months – most notably the NHMS Insurance Services, L.L.C.; and
  - eCommerce should enable NHMS to improve dues collection and new-member initiatives.

### **6. Develop proactive agenda: Annual agenda to be developed by subcommittee and approved by council;**

- OWNER(s): NHMS Executive Committee, Council on Education, Legislative Committee and Public Health Task Force

**7. Enhance communications to members and the non-member physician community; and**

- OWNER: Communications Task Force
- PROGRESS:
  - New "NH Medical Society" email account to be established to read: [NHMedicalSociety@nhms.org](mailto:NHMedicalSociety@nhms.org). This will be similar to the [President@nhms.org](mailto:President@nhms.org) email account;
  - The "new" NHMS newsletter, *Physicians' Bi-Monthly*, April/May issue has been mailed and includes our new look/feel;
  - Letterhead, business cards and envelopes with our new logo and color scheme have been delivered and
  - See item Number 4 for additional progress.

**8. Enhance networking capabilities: Creating connectivity toward achieving our strategic goals by enhancing physician self-worth and motivation, enhancing NHMS credibility and enhancing collaboration with like-minded groups.**

- OWNER: Staff Driven